CASE Study - Analytics

**Attrition analysis for a non-metro town reveals that woman employees with better education stay longer than any others**

Business Challenge

One of our delivery centres in a non-metro was experiencing high and sustained attrition. Senior management team requested the analytics team to analyse the demographic factors contributing to attrition, driving data and insight based decision making for recruitment and predict future attrition rate to help arrive at monthly backfill requirements in 3 month advance

Learnings and Insights:

Time series graphs gave insights into attrition pattern where it was found attrition was high in months of heavy rain and tourism season. This insight leads HR to hire 15% more candidates in preceding 2 months.
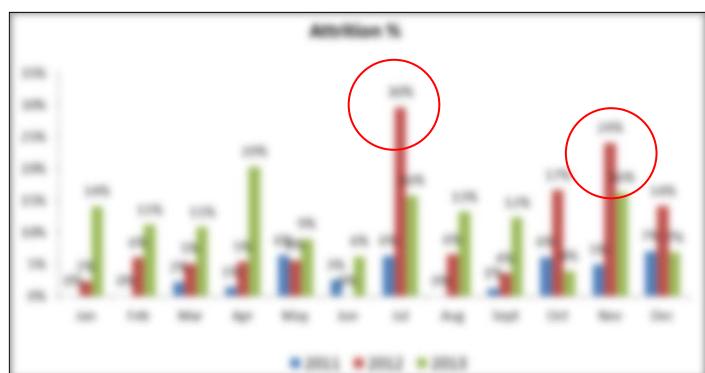

Breaking myths with data:

A simple regression analysis nulled the perception that longer travel distance to office attributes to shorter length of employment. This helped in two ways:

- **Hiring Right Employees:**

A deeper look into the attrition data revealed, that there are certain people based on demographics, education, geographies, which have propensity to stay longer. However, company had not made conscious efforts to hire these sets of prospective employees.
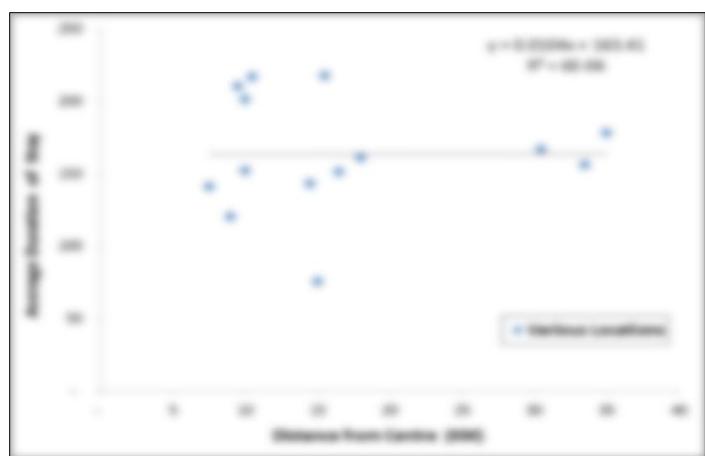
A similar gender – education analysis was done. It came forth that better educated females educated are more likely to stay longer, and hence efforts were stepped up to hire this particular group of employees.
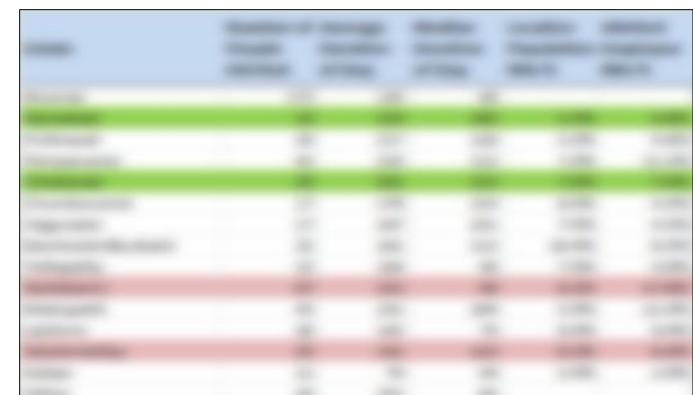
- **Predictive Analysis:**

Predictive analysis was also run to arrive at future attrition, and make efforts well in advance to backfill those positions. This helped adequately trained employees hitting floor, seamless role takeover, and maintain monthly revenues (which was based on per headcount billing).

PERFORMANCE HIGHLIGHTS

- By increasing hiring in the months preceding the high attrition months, business continuity and seamless delivery to customer was ensured.
- Proposed increase in travel cost was avoided as it was determined that distance from office and attrition was not correlated.
- Efforts were stepped up to attract more well educated woman employees as they tend to stay longer.

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